

MB-220^{Q&As}

Microsoft Dynamics 365 Marketing

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QUESTION 1

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a marketer at Contoso Inc.

In the past month, the marketing department has been sending customer satisfaction surveys to customers whenever an opportunity is won. They have received over 4,500 responses.

You are analyzing the customer satisfaction survey, and do not see any results for the Net Promotor Score (NPS) question in the Satisfaction Metrics Report. You want to see these results.

Solution: You refresh the satisfaction metrics report.

Does this solution meet the goal?

A. Yes

B. No

Correct Answer: B

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/satisfaction-metrics>

QUESTION 2

You are a marketing professional for Contoso, Ltd.

You are creating a marketing form and want to add a subscription list. As you go through the tool box, you see the subscription list. You notice that there are not as many lists as expected.

Which criteria should be used to allow a subscription list to be visible in the toolbox.

A. Published Marketing Lists where the subscription field is set to True

B. Active Marketing lists where the subscription field is set to False

C. Published Marketing Lists where the subscription field is set to False

D. Active Marketing Lists where the subscription field is set to True

Correct Answer: D

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-subscription-center#add-a-subscription-list-to-a-subscription-form>

QUESTION 3

You are setting up a small workshop event. The event will have one session and one speaker.

After you create the event, session and speaker engagement record, you want to publish the event to the event portal.

How should you publish the event?

- A. Publish the event. The session and speaker will publish automatically.
- B. Publish the session. The event and speaker will publish automatically.
- C. Publish the event, session and speaker manually.
- D. Publish the event and session separately. Speaker will publish automatically.

Correct Answer: D

References: <https://docs.microsoft.com/en-gb/dynamics365/customer-engagement/marketing/set-up-event-portal>

QUESTION 4

You are a marketing analyst at Contoso Ltd.

The marketing department would like you to provide survey responses from their Customer Success Survey from this past fiscal year. Approximately 6,500 responses were received.

They would like each survey to be a single row, with the responses as a column for their analysis.

What should you do?

- A. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in an Excel File.
- B. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey responses. Export to Excel.
- C. Use Advanced Find to query the CDS. Set the "Look For" to Dynamics 365 Customer Voice survey questions responses. Export to Excel.
- D. Open the project in Dynamics 365 Customer Voice. Select the survey in the reports section, and select export all. The responses are downloaded in a CSV File.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-voice/survey-report>

QUESTION 5

You are a marketing automation consultant. Your client wants to understand the benefits of using the natural language feature in Dynamics 365 Marketing. Which two statements explain why your client may want to use the Natural Language feature? Each correct answer presents part of the solution.

- A. Using the Natural Language feature allows marketers to build marketing journeys using simple words to specify touch points in the customer journey.
- B. Using the Natural Language feature allows marketers to build segments using simple words to specify what audience

they want to target.

C. When looking at a Marketing Journey created by another user, the Natural Language feature makes it easier to understand the logic of the journey and decide whether it meets the campaign goals.

D. When looking at a segment created by another user, the Natural Language feature makes it easier to understand the logic of the segment and decide whether it meets the target profile for a campaign.

Correct Answer: AB

Reference: <https://docs.microsoft.com/en-us/dynamics365-release-plan/2021wave2/marketing/dynamics365-marketing/use-natural-language-create-targeted-segments>
<https://docs.microsoft.com/en-us/dynamics365/marketing/real-time-marketing-natural-language>

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